

What is claimed is:

1. An apparatus for dispensing a roll of material comprising an enclosable housing having a dispensing end and a hinge end and comprising

(a) a roll holding piece for holding a roll of material;

(b) a cover piece;

(c) a hinge assembly for joining the roll holding piece and the cover piece at the hinge end, wherein the hinge assembly permits opening of the housing while the cover piece and roll holding piece remain connected by the hinge assembly;

(d) an applicator located proximate to the dispensing end for applying material to a substrate;

(e) a discharge opening for the material located proximate to the dispensing end; and

(f) a cutting member located proximate to the dispensing end for cutting the tape.

2. The apparatus of claim 1, wherein the roll holding piece has a bottom, two opposing sidewalls, and a discharge end, and wherein the cover piece has a top, two opposing side walls and a discharge end.

3. The apparatus of claim 2 further comprising a latching assembly having opposing latching shoulders extending from the bottom of the roll holding piece for securing the cover piece to the roll holding piece.

4. The apparatus of claim 2 wherein the applicator is located on the cover piece proximate to the discharge end of the cover piece and the applicator is rotatable or stationary on the cover piece.

5. The apparatus of claim 4 wherein the discharge opening is located between the applicator and the discharge end of the roll holding piece.

6. The apparatus of claim 2 wherein the cutting member is located on the cover piece proximate to the discharge end of the cover piece.

7. The apparatus of claim 2 wherein the interior surface of the bottom of the roll holding piece has one or more ridges, surface roughening, or a combination thereof, for preventing the material from adhering to the interior surface of the bottom.

8. The apparatus of claim 7 wherein the exterior surface of the bottom of the roll holding piece has one or more ridges, surface roughening, or a combination thereof for preventing the material from adhering to the exterior surface of the bottom.

9. The apparatus of claim 2 wherein the top of the cover piece has at least one depression for placement of a finger.

10. The apparatus of claim 9 wherein the sidewalls of the cover piece have at least two side depressions for placement of a finger or thumb.

11. The apparatus of claim 2 wherein the bottom of the roll holding piece has one or more feet for resting the apparatus on a surface.

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12. An apparatus for dispensing a roll of material comprising an enclosable housing having a dispensing end and a hinge end and comprising

(a) a roll holding piece for holding a roll of material that has a bottom, two opposing sidewalls, and a discharge end;

5 (b) a cover piece that has a top, two opposing sidewalls and a discharge end;

(c) a hinge assembly for joining the roll holding piece and cover piece at the hinge end, wherein the hinge assembly permits opening of the housing while the cover piece and roll holding piece remain connected by the hinge assembly;

10 (d) a latching assembly having opposing latching shoulders extending from the roll holding piece for securing the cover piece to the roll holding piece;

(e) an applicator located on the cover piece and proximate to the discharge end of the cover piece for applying material to a substrate;

(f) a discharge opening for the material located between the applicator and the discharge end of the roll holding piece; and

15 (g) a cutting member located on the cover piece proximate to the discharge end of the cover piece for cutting the tape.

13. The apparatus of claim 12 wherein the interior surface, the exterior surface, or both of the bottom of the roll holding piece has one or more ridges, surface roughening, or combinations thereof, for preventing the material from adhering to the surfaces of the bottom.

14. The apparatus of claim 13 wherein the cover piece has one or more depressions on the top, sidewalls, or both for placement of a thumb or fingers.

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15. The apparatus of claim 14 wherein the bottom of the roll holding piece has one or more feet for resting the apparatus on a surface.

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16. A method of dispensing a roll of material comprising:

(a) providing an apparatus for dispensing a roll of material wherein the apparatus comprises an enclosable housing having a dispensing end and a hinge end and comprising

(i) a roll holding piece for holding a roll of material and having a discharge end;

(ii) a cover piece that has a discharge end;

(iii) a hinge assembly for joining the roll holding piece and cover piece at the hinge end, wherein the hinge assembly permits opening of the housing while the cover piece and roll holding piece remain connected by the hinge assembly;

(iv) an applicator located proximate to the dispensing end;

(v) a discharge opening for the material located proximate to the dispensing end; and

(vi) a cutting member located proximate to the dispensing end;

(b) mounting a roll of material in the roll holding piece of the housing;

and

(c) applying the material to a substrate by pressing the material onto a substrate using the applicator.

17. The method of claim 16 wherein the mounting of the roll of material is carried out in a manner so that the material extends through the discharge opening and at least partially against the applicator when the housing is closed.

18. The method of claim 16 further comprising cutting the material with the cutting member to separate the roll of material from the material applied to the substrate.

19. The method of claim 16 wherein the material is pressure sensitive adhesive tape or a transfer adhesive film.

20. The method of claim 16 wherein the dispenser is held in a hand during the applying of the material to the substrate.

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